

April/May 2009

## SLEEK AND SOPHISTICATED LINES HAVE A VENATION FEE



### New Storage Range and Contemporary Rugs from Trendy Products

When Trendy Products started their aim was to offer stylish, contemporary furniture for all the rooms in the home. With space at a premium for so many people these days, storage was always going to be an important part of the product range. So they were dismayed to discover that many pieces of furniture described as 'storage solutions', were unattractive, badly designed, or lacked the modern aesthetic Trendy are passionate about. The company searched far and wide for a co-ordinated range of really beautiful, contemporary cabinets and have tracked down those that they think are the best in the market place.

Trendy are particularly excited about the new designer storage range from super-stylish Italian contemporary furniture makers Longo. When the ITV programme '60 Minute Makeover', included one of the new storage cabinets in a recent show, Trendy were not at all surprised that it was an immediate hit with both the presenters and viewers. Longo are based near Venice and are experts in affordable luxury and the reflective surfaces and sleek, sophisticated lines of their furniture have a very Venetian feel to them. Longo have thrived for fifty years in the highly competitive Italian market, where extremely design-savvy shoppers demand good looks, practicality and value. Their modern furniture has been a great success with UK customers from the day Trendy introduced it.

The Longo storage cabinets come in a really wide range of finishes, and customers can specify both frame and door colours. Options include: gloss white, matt walnut, or wenge frames, with doors in walnut, or white, red or black glass (different variations are available across the range). The white gloss frame combined with white glass doors is a particular favourite for smaller spaces. There are storage cabinets for

every room in the home and they are really cleverly designed to make the best use of all available space. For example, the mirror-front tall shoe cabinet features a full-length mirror (perfect for a bedroom or hallway), is only 18cm deep and holds 12 pairs of shoes! The TV stand with inbuilt DVD storage is a beautiful piece of contemporary furniture that keeps wires out of sight and your favourite DVDs to hand in its ingeniously designed concealed shelving system. Stylish de-cluttering has arrived!

The Italian site is now up and running! The high-gloss ranges, including the Longo storage cabinets, are proving to be as popular in Italy as they are in the UK. Trendy travel the world to source new products for both Italian and UK customers. On their latest travels, one of the priorities was sourcing contemporary rugs and cushions to compliment the furniture ranges, and they are thrilled with recent finds. Perhaps the most glamorous addition to the accessories range is a USA designed Pebble Rug, which now comes in beautiful chrome and silver colour-way, as well as a variety of bright colours. The Pebble Rug is made from a sensuous chamois fabric and comes in two sizes, both with a really practical non-slip backing. The chrome and silver rug works really well with the high-gloss furniture ranges and would also be a great centre-piece in the living room with Trendy's beautiful Italian leather sofas. More contemporary accessories coming soon!

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